

## CALIFORNIA APPRENTICESHIP COUNCIL

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## PUBLIC RELATIONS & PUBLICITY COMMITTEE MEETING

### MINUTES

Tuesday– April 28, 2009 3:30 p.m.

I. Call To Order/ Roll Call

The meeting was called order at 3:30 p.m.by Chairman Cedric Porter

Members present: Cedric Porter, Donna Bechthold, Julia Dozier, Les DenHerder, and Acting Chief Glen Forman.

Members absent:

II. Review/Approval of the minutes of January 28, 2009 Minutes

A motion to accept the minutes was made by Commissioner Bechthold and seconded by Commissioner Dozier. The minutes were approved.

III. Update on Awarding Bodies

- Renee Bacchini presented an update on the materials and information that she is gathering for the Department's "Public Works Tool Kit". This information tool kit will be available to not only awarding bodies, but to the employers who are bidding to them. It will include necessary compliance information on prevailing wages as well as apprenticeship. The document will be posted on the website, giving interested persons an opportunity to have their questions answered through logging onto one site. The launch of this website is going to coincide with the upcoming Public Works Workshop scheduled this May in Oakland.

IV. Strategies, Goals and better ways to Market Apprenticeship

- The Chairman opened the floor for suggestions and current practices that could contribute to the better marketing of apprenticeship at large.
- There were many suggestions offered; included was the use of web based social networks such as Facebook and Twitter. Webinars and PSA's at movie theaters were also brought up as innovative ways of outreach. The Chairman suggested that we cannot forget the end user, the employer. We must continue educating them about the necessity to train.

V. Other items of Interest

- There were no items of interest brought before the Committee

VI. Adjournment

A motion to adjourn was made by Commissioner Goff and seconded by Commissioner Dozier. The meeting adjourned at 3:53 p.m.